

ORDER



Orders
Order / Rev: 711802
Alt Order #: 06305889
Product Desc: ROMNEY FOR PRESIDENT
Estimate: 65
Flight Dates: 09/07/12 - 09/10/12
Original Date / Rev: 09/20/12 / 09/20/12
Order Type: Political

WKYC

Primary AE: Joe Knauer
Sales Office: T-WAS
Sales Region: NAT

Agency Name: American Rambler Productions/ POL
Buying Contact:
Billing Contact:
 138 Conant Street
 Beverly, MA 01915

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Romney/ R / President
Demographic: A35+
Product Codes: PL-Presidential
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/10/12	49	\$39,200.00	\$33,320.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	49	\$39,200.00	\$33,320.00	0.00
Totals	49	\$39,200.00	\$33,320.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WKYC	09/10/12	09/10/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	M-----	:30	2	\$600.00	P-5	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	M-----			2		\$600.00		0.00				
2	WKYC	09/07/12	09/07/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	----F--	:30	2	\$600.00	P-5	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	----F--			2		\$600.00		0.00				
3	WKYC	09/10/12	09/10/12	M-F 7-9a Today Today Show	CM	7a-9a	M-----	:30	2	\$600.00	P-5	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	M-----			2		\$600.00		0.00				
4	WKYC	09/07/12	09/07/12	M-F 7-9a Today Today Show	CM	7a-9a	----F--	:30	2	\$600.00	P-5	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	----F--			2		\$600.00		0.00				
5	WKYC	09/07/12	09/07/12	M-F 9-10a Today II Today Show II	CM	9a-10a	----F--	:30	2	\$250.00	P-5	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	----F--			2		\$250.00		0.00				
6	WKYC	09/10/12	09/10/12	M-F 9-10a Today II Today Show II	CM	9a-10a (9:00 AM-10:00 AM)	M-----	:30	2	\$250.00	P-5	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	M-----			2		\$250.00		0.00				

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
7	WKYC	09/07/12	09/07/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	----F--	:30	2	\$150.00	P-5	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	----F--		2				\$150.00		0.00			
8	WKYC	09/10/12	09/10/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	M-----	:30	2	\$150.00	P-5	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-----		2				\$150.00		0.00			
9	WKYC	09/07/12	09/07/12	Days of Our Lives Days of Our Lives	CM	1p-2p	----F--	:30	2	\$250.00	P-5	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	----F--		2				\$250.00		0.00			
10	WKYC	09/10/12	09/10/12	Days of Our Lives Days of Our Lives	CM	1p-2p	M-----	:30	2	\$250.00	P-5	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-----		2				\$250.00		0.00			
11	WKYC	09/10/12	09/10/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	M-----	:30	2	\$300.00	P-5	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-----		2				\$300.00		0.00			
12	WKYC	09/07/12	09/07/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	----F--	:30	2	\$300.00	P-5	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	----F--		2				\$300.00		0.00			
13	WKYC	09/10/12	09/10/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	M-----	:30	2	\$1,200.00	P-5	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-----		2				\$1,200.00		0.00			
14	WKYC	09/07/12	09/07/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	----F--	:30	2	\$1,200.00	P-5	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	----F--		2				\$1,200.00		0.00			
15	WKYC	09/10/12	09/10/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	M-----	:30	2	\$1,200.00	P-5	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-----		2				\$1,200.00		0.00			
16	WKYC	09/07/12	09/07/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	----F--	:30	2	\$1,200.00	P-5	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	----F--		2				\$1,200.00		0.00			
17	WKYC	09/07/12	09/07/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	----F--	:30	2	\$1,200.00	P-5	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	----F--		2				\$1,200.00		0.00			
18	WKYC	09/10/12	09/10/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	M-----	:30	2	\$1,200.00	P-5	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-----		2				\$1,200.00		0.00			
19	WKYC	09/07/12	09/07/12	Tonight Show Tonight Show	CM	1135p-1237a	----F--	:30	2	\$650.00	P-5	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	----F--		2				\$650.00		0.00			
20	WKYC	09/10/12	09/10/12	Tonight Show Tonight Show	CM	1135p-1237a	M-----	:30	2	\$650.00	P-5	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-----		2				\$650.00		0.00			
21	WKYC	09/08/12	09/08/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a	-----S-	:30	1	\$600.00	P-5	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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21	WKYC	09/08/12	09/08/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a	-----S-	:30	1	\$600.00	P-5	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	-----S-		1				\$600.00		0.00			
22	WKYC	09/08/12	09/08/12	Sat 9-1030a Channel 3 News 9am Sat	CM	9a-1030a	-----S-	:30	1	\$600.00	P-5	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	-----S-		1				\$600.00		0.00			
23	WKYC	09/08/12	09/08/12	Sat 11-1135p LN SAT	CM	11-1130p	-----S-	:30	1	\$1,200.00	P-5	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	-----S-		1				\$1,200.00		0.00			
24	WKYC	09/09/12	09/09/12	SUN TDY NBC Today Show (Su)	CM	8a-9a	-----S	:30	1	\$600.00	P-5	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	-----S		1				\$600.00		0.00			
25	WKYC	09/09/12	09/09/12	Sun 6-630p Channel 3 News at 6p SUN	CM	6-630p	-----S	:30	1	\$1,200.00	P-5	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	-----S		1				\$1,200.00		0.00			
26	WKYC	09/09/12	09/09/12	NFL Regular Season Fo NFL Football	CM	NFL Football (8:00 PM-11:00 PM)	-----S	:30	2	\$3,500.00	P-5	0.00	NM	2	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	-----S		2				\$3,500.00		0.00			
27	WKYC	09/09/12	09/09/12	Post NFL News LN Sun Follows NFL	CM	Various	-----S	:30	2	\$1,200.00	P-5	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	-----S		2				\$1,200.00		0.00			
													Totals	49	\$39,200.00